



BOUNDARY COUNTRY

ANALYTICS REPORT

June 2018



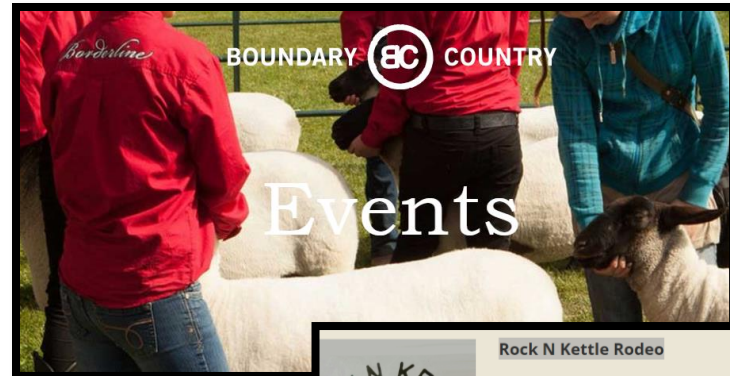
WEBSITE HIGHLIGHTS

Throughout the month of June the Boundary Country website (boundarybc.com) saw a total of 5,761 sessions, up **28%** over the previous period, and up **105%** over the previous year.

There were 11,372 page views, up **40%** over the previous period, up **74%** over the previous year.

Top Visited Landing Pages:

1. [Rock N Kettle Rodeo Event Listing](#)
2. [Homepage](#)
3. [Festivals and Events](#)
4. [Events Calendar](#)



Rock N Kettle Rodeo

Jun 23/18 - Jun 24/18
Rock Creek [\(See map\)](#)

Come get your cowboy on at the Rock N Kettle Rodeo June 23 and 24th in Rock Creek, BC. There will be bulls, saddle broncs, barrels, bareback broncs, a rooster scramble, a great pig race and more.

Gates open at 8 am and kids events start at 10 am with the rodeo at 1 pm.
Saturday night come on out for the dinner and dance!

[GOOGLE CALENDAR](#) [ICAL EXPORT](#)

WEBSITE HIGHLIGHTS

Sessions

5,761

↑ 28.1%

Pageviews

11,372

↑ 40.2%

Users

4,898

↑ 24.1%

Avg. Session Duration

00:01:41

↑ 2.8%

Pages / Session

1.97

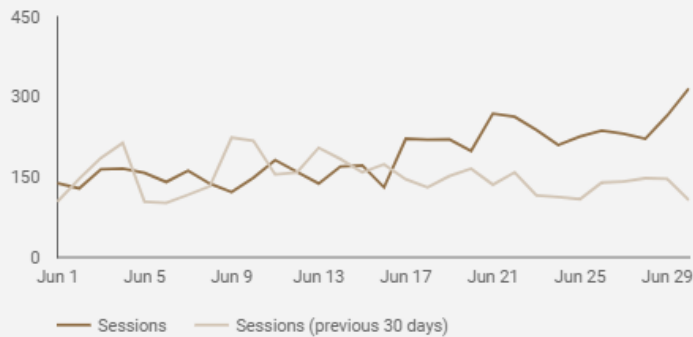
↑ 9.4%

Bounce Rate

62.45%

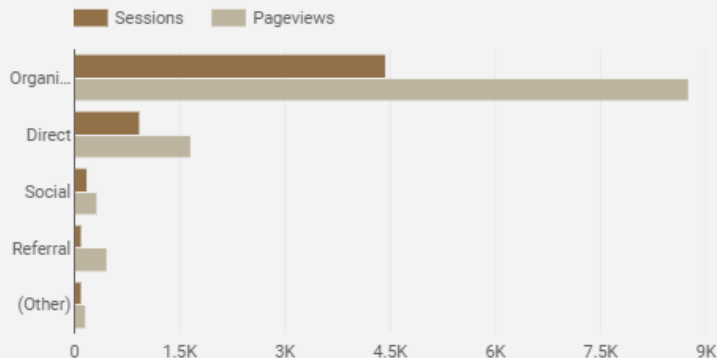
↓ -6.1%

How Are Site Sessions Trending?

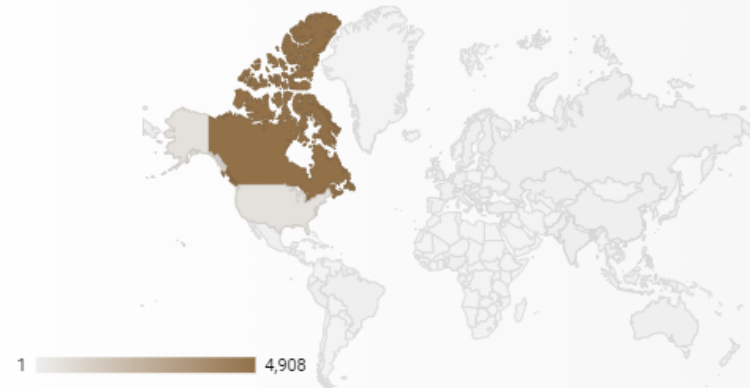


Which Channels Are Driving Engagement?

Sessions vs. Pageviews



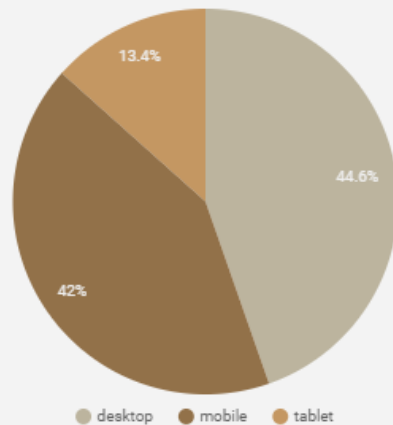
What Are The Top Countries By Sessions?



	Country	Sessions	Pageviews
1.	Canada	4,908	
2.	United States	592	
3.	Peru	47	
4.	Philippines	31	
5.	India	26	
6.	United Kingdom	22	
7.	South Korea	16	
8.	Germany	12	
9.	Australia	11	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	4,235
2. (direct)	927
3. bing	149
4. Facebook	87
5. m.facebook.com/	82
6. yahoo	49
7. facebook.com/	45
8. ca.search.yahoo.com/	19

What are the top landing pages?

Page	Pageviews
1. /event/rock-n-kettle-rodeo/	591
2. /	543
3. /festivals-events/	541
4. /events/	356
5. /maps/	354
6. /stay/campgrounds-rv/	335
7. /visit/christina-lake/	307
8. /visit/beaverdell/	307
9. /directory/listing/jewel-lake-resort	196
10. /visit/rock-creek/	181

What are the top referring sources?

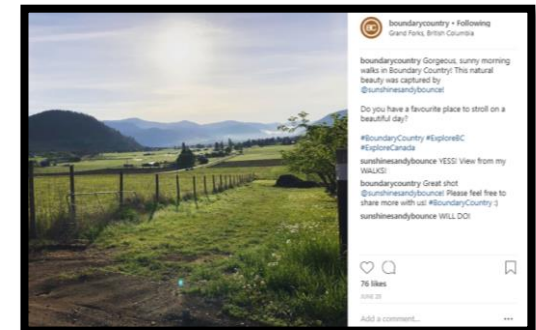
Source / Medium	Pageviews
1. google / organic	8,253
2. (direct) / (none)	1,658
3. bing / organic	414
4. brokenlinkcheck.com / referral	145
5. Facebook / display-carousel	116
6. m.facebook.com / referral	114
7. grandforks.ca / referral	81
8. business.facebook.com / referral	79
9. yahoo / organic	78
10. facebook.com / referral	77

SOCIAL HIGHLIGHTS

The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 100,300 impressions during the month of June, up **96%** and 4,211 engagements, an increase of **84%** since the last period.

The accounts saw 101 fans gained, an increase of **2%** bringing the current total to 4,772 fans. The Top Performing **Facebook Post** was a User-Generated Content image captured in Christina Lake.

The post reached over 8,000 people and received 419 engagements. The Top Performing **Instagram Post** was a UGC Image of Grand Forks which received 79 engagements.



SOCIAL OVERVIEW

 100.3k

Impressions

 4,211

Engagements

 367

Link Clicks

The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In June, there were 101 new fans gained, an increase of **2%**, bringing the total fan count to 4,772. There were 100,300 total impressions, up **96%** over the month of May, and 4,211 engagements, up **84%** over the same time period.

2%

AUDIENCE
GROWTH

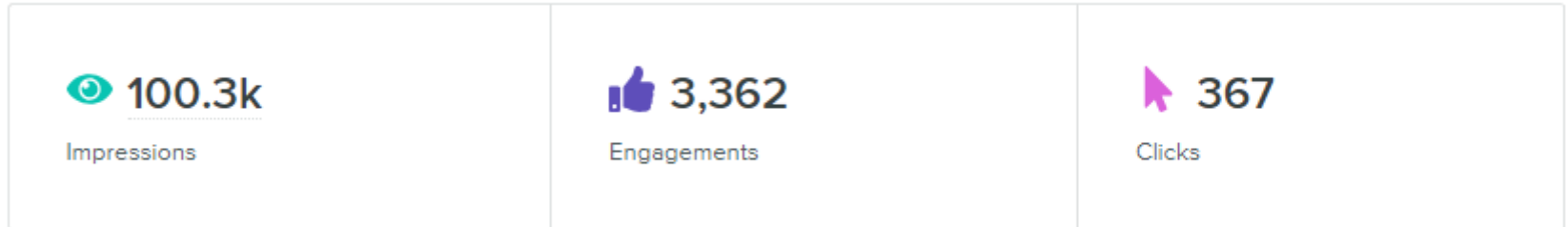
96%

SOCIAL
IMPRESSIONS

84%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of June, a total of 71 new fans were gained, an increase of **2%**. 21 Facebook Posts were sent and there were 100,300 total impressions, up **96%** from the previous month, and 3,362 Engagements (likes, comments and shares) up **120%** over the same time period.

96%

FACEBOOK
IMPRESSIONS

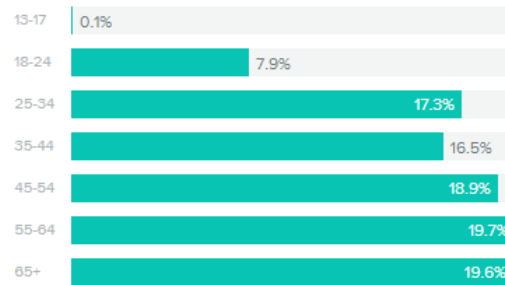
120%

FACEBOOK
ENGAGEMENTS

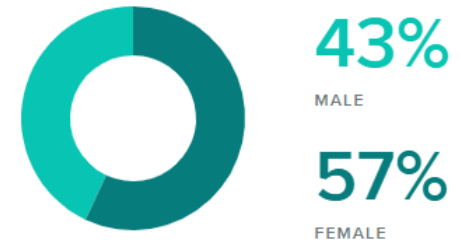
FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 57% Female, on par with the previous month, with 19.7% of all followers falling between the ages of 55-64, consistent with the previous month.

BY AGE



BY GENDER



While women between the ages of 55-64 "appear to be the leading force" among fans, it's important to note there is a well-rounded cross section of ages that are presented here, and something that should be in consideration when delivering content.

Top Countries

Canada	4,000
United States	149
Mexico	18
India	14
United Kingdom	9


Top Cities

Vancouver, BC, Canada	498
Grand Forks, BC, Canada	377
Kelowna, BC, Canada	350
Surrey, BC, Canada	170
Castlegar, BC, Canada	159

FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · June 7 at 3:49 PM · 🌐

Greenery near Christina Lake!
📷: @naturallywildphotography (IG)



Performance for Your Post

7,670 People Reached

419 Reactions, Comments & Shares 📊

351 👍 Like	256 On Post	95 On Shares
27 ❤️ Love	16 On Post	11 On Shares
5 😲 Wow	3 On Post	2 On Shares
1 😡 Angry	1 On Post	0 On Shares
6 Comments	3 On Post	3 On Shares
29 Shares	29 On Post	0 On Shares

202 Post Clicks


43 Photo Views	7 Link Clicks	152 Other Clicks 📊
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Boundary Country BC
Published by Sprout Social [?] · June 26 at 3:49 PM · 🌐

Sunset Views 🌅
📷: @remember_b (IG)



Performance for Your Post

2,884 People Reached

245 Reactions, Comments & Shares 📊

203 👍 Like	196 On Post	7 On Shares
21 ❤️ Love	20 On Post	1 On Shares
6 😲 Wow	5 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
15 Shares	15 On Post	0 On Shares

65 Post Clicks

16 Photo Views	0 Link Clicks	49 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boundary Country BC
Published by Sprout Social [?] · June 19 at 3:49 PM · 🌐

Located just north of the highway between Grand Forks and Greenwood, Jewel Lake is a quiet and cozy campground popular with fly fishing enthusiasts and nature lovers alike!
<http://bit.ly/2sXUL9e>



Performance for Your Post

5,131 People Reached

257 Reactions, Comments & Shares 📊

174 👍 Like	146 On Post	28 On Shares
13 ❤️ Love	11 On Post	2 On Shares
1 😲 Wow	0 On Post	1 On Shares
33 Comments	23 On Post	10 On Shares
36 Shares	35 On Post	1 On Shares

469 Post Clicks

0 Photo Views	259 Link Clicks	210 Other Clicks 📊
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

BC Parks to stay at along Highway 3 | Route 97 [Learn More](#)
Spend Time Exploring Southern British Columbia When...

Boundary Country BC
Published by Sprout Social [?] · June 11 at 3:49 PM · 🌐

That view 🌅
📷: @ramstrong24 (IG)



Performance for Your Post

2,888 People Reached

324 Reactions, Comments & Shares 📊

273 👍 Like	265 On Post	8 On Shares
25 ❤️ Love	23 On Post	2 On Shares
3 😲 Wow	3 On Post	0 On Shares
8 Comments	6 On Post	2 On Shares
15 Shares	14 On Post	1 On Shares

81 Post Clicks

32 Photo Views	0 Link Clicks	49 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

INSTAGRAM

 489

Total Followers

 829

Likes Received

 20

Comments Received

During the month of June, 30 New Followers were gained, an increase of **2%**, bringing the current follower total to 489.

14 Instagram posts were sent, totalling 849 engagements, up **11%** from the previous month. The top-performing posts were all User-Generated content allowing us to connect and engage with users, and encourage traffic to the page.



@boundarycountry
79 Engagements



@boundarycountry
71 Engagements



@boundarycountry
71 Engagements